



PLATINUM EQUITIES LIMITED

PRACTICAL CHALLENGES, INNOVATIVE SOLUTIONS

International Consultants

Company Profile

Subsidiaries



Platinum House, 03 Platinum Lane, Achimota, Golf hills

**THE ART OF LEADERSHIP
THREE ESSENTIALS OF LEADERSHIP
ZEN LESSONS**

There are three essentials to leadership: humanity, clarity and courage. Humanity practicing a virtue of the way promotes the influence of the teaching, pacifies those in both high and low positions, and delights those who pass by.

Someone with clarity follows proper behavior and just duty, recognizes what is safe and what is dangerous, examines people to see whether they are wise or foolish, and distinguishes right and wrong.

The courageous see things through to their conclusion, settling them without doubt. They get rid of whatever is wrong or false.

Humanity without clarity is like having a field but not plowing it. Clarity without courage is like having sprouts but not seeding. Courage without humanity is like knowing how to reap but not how to sow.

When all three of these are present, the Community thrives. When one is lacking, the community deteriorates. When two are lacking the community is in peril and when there is none of the three, the way of leadership is in ruins.

Letter to Master Jin

Leadership

Appreciation Strategy Humility
Commitment Responsibility Listening
Integrity Honest Communication
Values Purpose Determination
Passion Principles

International Consultants

Trade Financing
Business Negotiations/Facilitations
Project Consulting & Management
Soft Commodities Trading
Lobbying



Subsidiary Companies



Platinum Cocoa
Foundation (NGO)



Maeg Construction
Ghana Ltd (JV)



Zoom Togo
SARL (JV)



Platinum Securities
and Protocol Services



Platinum
Films Ltd

PubliConsul
PubliConsul Ghana Ltd (JV)



Eco Medical
Village Ltd



Sotosec Ghana
Ltd (JV)



Zali Freight and
Logistics Ltd



Company Profile

Platinum Equities Ltd (PEL) is a premier international organization in sub-Sahara Africa assisting enterprising companies in realizing their goals in the field of Trade Finance, Trade Negotiation/Facilitation, Soft Commodity Trading, Project Consulting & Management and Logistics in this golden age of business.

We satisfy the void in technical expertise in the formal and informal sector for both trade and projects in West Africa. We are also specialized in the following areas:

1. Export Development
2. Joint ventures
3. Corporate due diligence
4. Business Brokerage

The core team of experts and advisors at Platinum Equities Limited has a total of over sixty years of Trade, Project Finance and Management experience.

Coupled with some of the finance houses in the world, Platinum team of experts and advisors has been able to source and offer a broad range of finance devoid of the traditional constraints associated with sub Saharan Africa.

Since 2000 the team has advised, arranged and procured finance for Ghana, Benin, Niger, Mali, Nigeria, Togo, Ivory Coast and the Congo, DRC.



The superior militarist foils enemies plots; next best is to ruin their alliances; next after that is to attack their armed forces; worst is to besiege their cities. This ideal strategy is whereby one could win without fighting and accomplish the most by doing the least.

Sun Tzu(The Art of War)



Lack of access to capital and technical know-how in transacting business in the local and international markets poses great challenges in the growth of businesses in sub-Saharan Africa. Our strategy is to deliver comprehensive alternative trade, project finance and facilitation solutions to our clients. We utilize our expertise in International Trade and Finance to develop financial solutions, trade negotiations/facilitations to meet our client's requirements.



With MD of UBA Bank and Togolese Ambassador to Ghana



With Togolese Minister of Trade and Industry



With Partners in Como, Italy



With the Chief Justice of the Republic of Ghana



Leadership is a matter of intelligence, trustworthiness, humaneness, courage and sternness. Intelligence involves ability to plan and to know when to change effectively. Trustworthiness means to make people sure of punishment or reward. Humaneness means love and compassion for people, being aware of their toils. Courage means to seize opportunities to make certain of victory, without vacillation. Sternness means to establish discipline in the ranks by strict punishments.

Discipline means organization, chain of command, and logistics

Sun Tzu(The Art of War)

Investment opportunities

Part of Platinum's strategies is to invest in local companies through equity participation and or direct borrowing. Organizations of interests are:

1. Real Estate Companies	6. Pharmaceuticals Companies
2. Transportation & Logistics Companies	7. Commodities Companies
3. Trading Companies	8. Construction Companies
4. Suppliers of General Goods/Services	9. Data Warehousing Companies
5. The Film Industry	

Subsidiary Companies



Platinum Cocoa Foundation (NGO)

Platinum Cocoa Foundation is a non-profit organization that aims at promoting the consumption of cocoa and its health benefits. The foundations aim is to:

1. Educate Ghanaians on the health benefits of consuming more cocoa
2. Increase per capita consumption of cocoa from 0.54k to 3k after the first two years of campaign.
3. Increase production of cocoa by at least 50%



Promotion of Cocoa for a Healthier and a Wealthier Ghana



Nutritional Facts	
Calories	393.3kcal/1643.29k
Total Fat	1.9g
Total Carbohydrate	79.3g
Dietary Fibre	5.9g
Protein	9.4g

Directions for use:
 1. Empty a sachet of Instant Cocoa Drink into a cup or mug.
 2. Add hot or cold water as preferred.
 3. Stir and enjoy.

Store in a cool dry place
 For further information please contact The National Cocoa Campaign through Platinum Cocoa Foundation P.O. Box 9088 Accra North Tel: 21 405 015

Baby

national cocoa drink

national cocoa consumption standard

Bar Code

GH Standards Based Logo

100% PATRONIZING Premium Ghana Cocoa

GHANA SCHOOLS FEEDING PROGRAM NOT FOR EXPORT

GHANA SCHOOLS FEEDING PROGRAM NOT FOR EXPORT

c28g

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Junior

national cocoa drink

national cocoa consumption standard

Bar Code

GH Standards Based Logo

100% PATRONIZING Premium Ghana Cocoa

GHANA SCHOOLS FEEDING PROGRAM NOT FOR EXPORT

GHANA SCHOOLS FEEDING PROGRAM NOT FOR EXPORT

c28g

Help Support the Cocoa Industry in Ghana by Consuming more Cocoa products



Maeg Construction Ghana Ltd (JV)

MAEG Costruzioni Spa Company was founded in 1989 on the initiative of the founding partners, Mr. Alfeo Ortolan and Mrs. Marilena Carlet, and it continues to grow.

After many years of hard work and commitments, Maeg has been able to achieve remarkable goals and it became at first one of the leading companies in the field of medium-heavy steelwork constructions and now a successful general contractor in Europe.

Maeg Spa has grown solidly over the years and it is characterized by its competence, dynamism and know-how. Its success is due to the complex organizational structure and the work of highly skilled professionals, a continuous research of advanced technologies and strategies aiming at internationalization of the company's activities.

Maeg construction Italy has created a joint venture with Platinum Equities Limited known as Maeg Construction Ghana Limited. The Chairman of Maeg Ghana is also the head of Maeg Africa Group.



Chairman of Maeg Africa and Chairman of Maeg Holding Group

Executives of Maeg Working Session



Summary of Some Completed Projects by Maeg Group



Musica Bridge

Rome - Italy



Nord Bridge

Parma - Italy



Borg Al-Fateh Complex 5 Stars

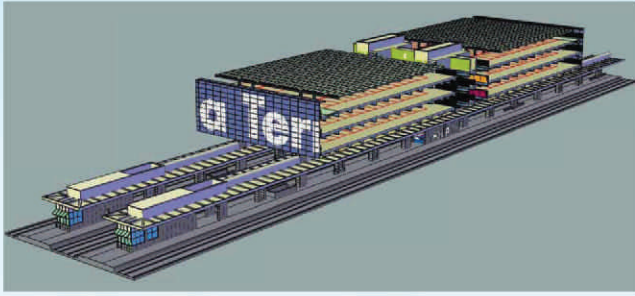
Khartoum - Sudan



Lingotto heliport

Turin - Italy





Вокзал Термини
г.Рим - Италия



Комплекс "Сад"
г.Брест - Беларусь



Tequendama Bridge
Bogota - Colombia



Sibiu Bridge
Alicu - Romania



Мобильные стенды
Выставка г.Болонья - Италия



Motorway junctions
Messina - Italy



Certifications

The certifications obtained like ISO 9001:2008 and other important awards such as EURO SOA, UNI EN ISO 3834-2 and CDT certifications prove the quality and professionalism of MAEG's activities, gained both at national and international level, thanks to a high

level of know-how and a to a continuous improvement activities, supervision activities as for contracts and after sales service. Business goals are all focused on **customer satisfaction**.



UNI EN ISO 9001:2008



UNI EN ISO 3834-2



UNI EN ISO 3834-2



CDT VAZZOLA

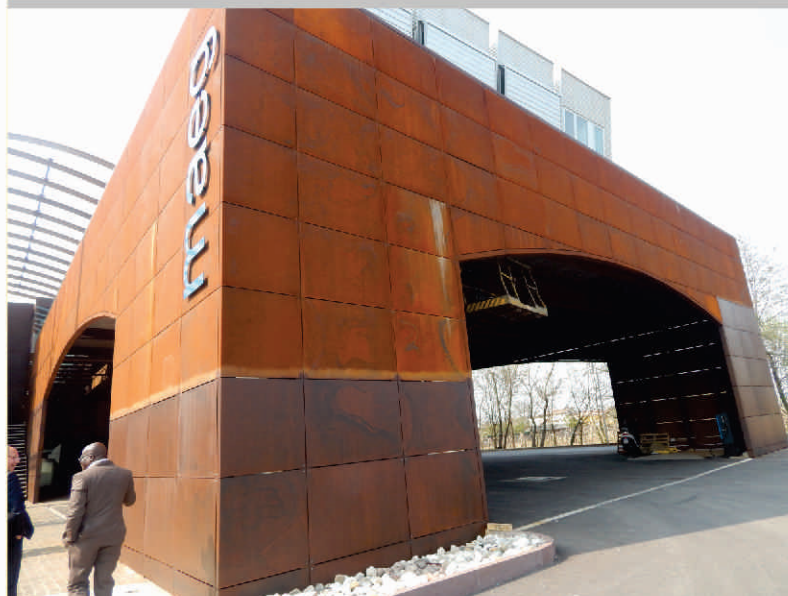
CDT CIMAVILLA



CDT MARON DI BRIGNERA



CDT CODOGNE'



Maeg Office in Vazzola, Italy



Business Lunch with Maeg Executives



Eco Medical Village Limited

Introduction

Eco-Medical Village (EMV) intends to establish a State of the Art International Hospital Complex for the top hierarchy and upper class citizens and residents of the West African sub region, who usually go to South Africa, North America, Europe, Cuba and India for medical care.

The hospital is intended to be located in Accra, the Capital of Ghana with Satellite Units in all the countries in the sub-region.

Brief Description of Project Idea

The Eco-Medical Village (EMV) will take place in Accra on a 40 acre land and will consist of the following components:

· **A 380-Ward State of the Art International Hospital Complex, Eco-Medical Hospital**, for the top hierarchy and upper class citizens and residents of the West African sub region, who usually go to South Africa, North America, Europe, Cuba and India for medical care. The hospital is intended to be located in Accra, the Capital of Ghana with Satellite Units in all the countries in the sub-region. The Eco Medical Hospital will have:



- o Underground Parking Space for 1,000 Vehicles
- o 300- General Wards (a Ward per Patient)
- o 40- Suite Wards: c/w lounge, study, 3 ensuite rooms, etc.
- o 40- Special Wards for Disaster Management and in case of emergencies in the ECOWAS sub- region
- o General OPD Section
- o General Medicine Centre
- o Urology and Nephrology (Dialysis) Centre
- o Ophthalmology Centre
- o Stomatology Centre
- o Cardiology Centre
- o Burn Centre
- o Plastic and Reconstruction Surgery Centre



- o Neuro Surgery and Neuro Science Centre
- o Centre for Blood Diseases and Cancer Management
- o Orthopaedic & Sport Medicine Centre
- o Diagnostics and Imaging Centre
- o Blood Bank
- o Dispensary & Stores
- o Nurses Station
- o Paramedic Services with Helicopters and Fleet of Ambulances



Each of the Medical Centres will have at least 2 Theatre Units, and each unit will have Discussion/Briefing Room, Anaesthesia Room plus Storage, Scrub-up Room prior to surgery, the Theatre, After Surgery Wash down Room, 5 Recovery Wards for people and 5 Intensive Care Units. The major centres i.e. for diagnostics will have back-up equipment for higher reliability.

- **A 120-Ward State of the Art International Hospital for Women and Children**

- **A Medical Shopping Mall for 'Everything Health Care'**

- **Hotels (2 Types i.e. 4-Star 150 Trendy Executive Room Hotel and 2-Star 150 Standard Room Hotel) for the Families and Staff of Patients and Potential Patients**



- Home for the Elderly, comprising of 130 Rooms; employing a highly trained team and providing top level care

- **Housing Schemes and Apartment Complexes for Medical Specialists.** These specialist could refer their patients to an address in the EMV periodical basis. The doctors will have access to Support Staff and to Diagnostic Analysis and use of the Theatres, using offices in the Medical Mall



- **Insurance Scheme:** The insurance scheme, which is to be known as Eco-Med Insurance, is a closely related project to the International Hospital. The Eco-Med Card will be sold in the major banks in the West African sub-region to citizens of ECOWAS. The premium will be 4 grades i.e. Gold, Platinum, Silver and Bronze, targeting the middle and upper class citizens of ECOWAS sub- region. Each grade will have its insurance policy and corresponding benefits.

- **Donor Card Scheme:** The donor card idea is to encourage citizens of the sub-region to undertake to donate organs in case of fatal accidents. The families of the donors are proposed to receive support for each participation. The idea of the support or assurance is to enhance the development of donor participation in West Africa

· **Paramedic and Nursing Training College:**
The project will be a centre of excellence in training Paramedic and Nurses for the countries in the sub-region

· **Paramedic Services with Air and Road Ambulances**

Within the first 10 years of operation, the EMV will develop the Satellite Hospital Units into full International Hospitals, thus replicating the idea in every country in the Sub-region.



The staff of the Eco Medical Village and its culture will reflect its international nature. For this, specialists from around the world and from West African countries, who are multilingual and with inter-cultural background will render services to the 'guests' of the EMV. The project will have Linkages with major Pharmaceutical Companies, Universities, Hospitals and Health Care Research Centres in the World. In short, the project would be the leading Health Care Centre in the sub-region and would rival any such project in any part of the world.



The main target of the project comprises the citizens in the West African sub-region, who usually go to other parts of the world for medical check-up and care.



The EMV will be international in nature and ethos. It will provide services with modern patient and guest centred designs, facilities and technology to principally improve the health of patients and create a magnificent working environment for staff. The idea is to give a five star ultra-serene environment, approach and attention to patients and guests to all EMV facilities.

Multi-lingual Guest Service Agents or Concierge will be assigned to patients/guests and potential patients/guests and receive them either at the airport or the hospital. The Concierge will plan the itinerary and undertake any other plans i.e. taking the patient's family to visit the Accra Eco Park, and other tourism hot spots in Ghana, shopping malls, etc.



Finally, it is important to indicate that for the Patients/'Guests' of the EMV and Eco-Med Policy Holders, the focus will be promoting health with various mailings of simple information as guidance to good health, protecting health by undertaking planned check-ups and restoring the health of those, who have had an affliction of some sort may patronise its services.

Rationale for the Project

For decades West Africa has been focusing on providing health care services, mainly medical care. Indeed very little attention has been given to the promotion, protection and restoration of health. It has thus been the practice, as it were, to identify diseases and develop programmes to control them, rather than promote good health. The Disease Burden in West Africa includes:

1. The eradication of other diseases such as guinea worm and trachoma, which are dependent on the provision of safe and potable water without much success due to challenges in the provision of safe water
2. Efforts to control HIV/ AIDS have been focused on the creation of awareness, and so far, the countries have spent a lot of resources to create awareness, and yet this has not been translated into a major behavioural change
3. Efforts to control the Ebola menace in West Africa
4. Non Communicable diseases such as diabetes, hypertension, stroke, and cancer that were earlier attributed to developed countries are now becoming major causes of mortality, morbidity and disability in the West African sub-region
5. Alarming numbers of Maternal and Infant Mortality
6. High malnutrition children less than five years of age
7. Malaria has maintained the dishonourable title as the number one killer, especially for pregnant women and children
8. Upsurge of road and occupational accidents

For the main target of this project, the numbers 4, 5, 7 and 8 are most relevant. Most diseases and injuries are however related to:

- Indiscipline in the society and specifically on the roads and with regard to noise pollution;
- Lack of enforcement of laws on occupational safety and health hazards;
- Lack of personal hygiene;
- Lack of exercise
- Lack of rest and recreation; (the weekends are overcrowded with unnecessary events)
- The reckless lifestyles filled with alcohol and drug abuse;
- Eating contaminated food;
- Consumption of unsafe water; · Poor nutrition consisting of foods saturated with fat, sugar and salt; and

- Unsanitary environments
- Unhealthy lifestyles i.e. glorification of Obesity, Skin toning, Smoking, Excessive alcohol intake, Lack of rest (working from Monday to Friday and Funerals on Saturdays and Church on Sundays), etc.

With or without any serious endeavour to reduce the burden of disease, and even though this project targets the top hierarchy of the ECOWAS countries, there is the need for more of such interventions to address the health care needs of West Africans.

Finally, the health care expenditure per capita in West African sub-region is estimated to be US\$67. Thus the total health care expenditure for the region could be above 22.78 Billion US Dollars. It is important to indicate that the targeted revenue of the EMV for the first year of operation is only 0.89% of this value.

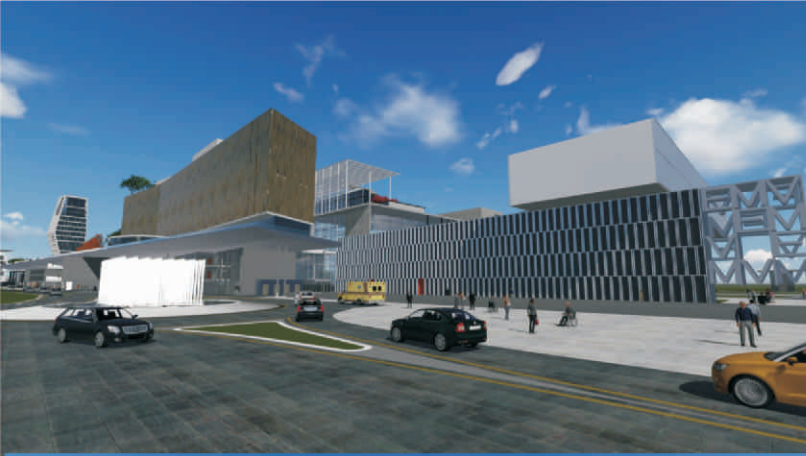
The Project: Eco-Medical Village

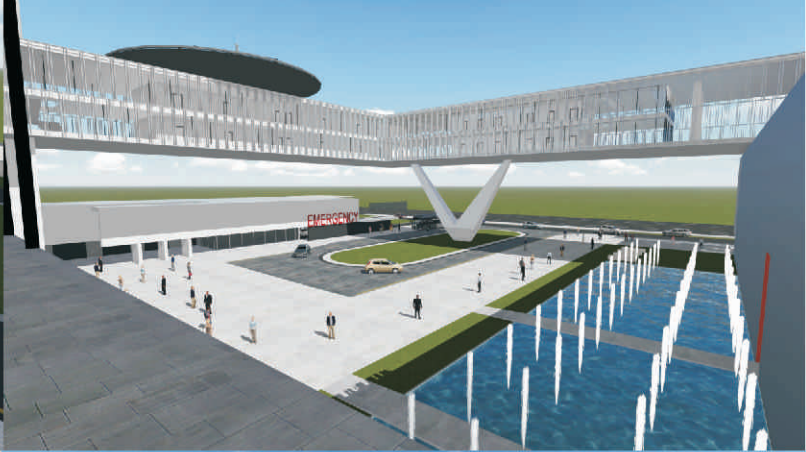
The name of the company is Eco-Medical Village. The vision of the project proponents is to be the Health Care Provider for the upper class citizens and residents in the West African sub-region, in effect, the leadership.

The mission of this undertaking is to play an important role in improving high quality health care service delivery to the top hierarchy in the ECOWAS sub-region and providing a viable alternative to their need to go elsewhere for medical care.

Architectural Designs of ECO Medical Village









Platinum Films

Platinum Films Limited is a Ghanaian production house that deals in the following:

· Local Film making	
· Documentary Film making	
· Artist Management	
· Distribution and Marketing	
· Event Management	
· Professional Photography	

Platinum Films, through partnerships invest in educational films that deal on healthcare, aging, mental health, disabilities, ethics and family and gender issues.

Our specialty lies in the following areas:

1. Corporate Events (Product Launches, Press Conferences, Corporate meetings and conferences).
2. Marketing Programs (Road shows, Grand opening events)
3. Corporate Hospitality (Concerts, Awards ceremony, Film Premiers, Launch/release parties, Fashion Shows and Commercial Events)

The key disciplines to an event are: Health& Safety including crowd management, Logistics, Rigging, Sound, Light, Video, Detailed Scheduling and security.



Platinum Films on Location





Zoom Togo SARL (JV)

The situation of environmental sanitation in African countries over the years has not been a healthy one. Waste Management, a major component of Environmental Sanitation has, over the years to date, been a major headache of successive central government and local authorities.

Zoom Togo JVC is a giant in the waste management as well as environmental sanitation business in Togo. We are one of the most enviable waste management firms in Togo and it has everything to do with the unbeatable services we offer. We are better resourced and better equipped in terms of technical knowhow, man power, equipment and structures.

Zoom Togo does not disappoint, we work in connection with the government in ensuring that sanitary objectives are well prioritized. As a result of our partnership, ZoomTogo has become by far the most preferred waste management firm in the country creating opportunities for several Togolese locally and abroad.

Our services include:

- Solid Waste Collection
- Street and Drain Cleaning
- Tricycle Waste Collection
- Cesspit Emptier
- Communal Container Services
- Janitorial Services
- Vector Control Services
- Landscaping and Beautification Services
- Capacity Building/Training





We are working for a Cleaner and Healthier Togo



Platinum Securities & Protocol Services

The mission of Platinum Security & Protocol Services is to provide an “on-call” corporate security team to protect people and assets.

Our Company provides a broad range of Investigative, Security Management Consulting, Employment Background Screening, and Forensic and Training services for organizations that are small, medium and large. Platinum Security & Protocol Services Ltd also provides our clients with the capability to have a team of corporate security experts that are “on call” as needed.

Platinum Security & Protocol Services Ltd provides businesses, law firms and government agencies with an "on-call" security team to resolve business security issues.

People who are committing crimes against businesses know where the weaknesses are. shouldn't businesses be the first to know where and what the exposures are? You can contact Platinum Security & Protocol Services for a low-cost, no-obligation preliminary security consultation.

Platinum Security & Protocol Services provides a broad range of security services including investigations, surveillance, evaluation of business security exposures, security awareness training, protective details for workplace threats and terminations, forensic services, photography, fingerprinting, chemical testing, document and handwriting examinations.



The one who figures on victory at headquarters before even doing battle is the one who has the most strategic factors on his side. The one who figures on inability to prevail at headquarters before doing battle is the one who has the least strategic factors on his side. The one with many strategic factors in his favor wins, the one with few strategic factors in his favor loses. Therefore, it is said that victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win.

Sun Tzu(The Art of War)

Our Services

- Employment Background Services
- Security Management Consulting
- Computer Forensics / Cybercrime
- Emergency & Disaster Response
- Forensic Services
- Corporate Security Coach
- Corporate Crime Investigations
- Employment Screening
- Fraud Investigations
- Theft Investigations
- Investigative Services
- Computer & Information Loss



- Electronic Countermeasures
- Executive & Employee Protection
- Security Assessments
- Specialized Security Training
- Security Information
- Embezzlement
- Industrial Espionage

Services In-Depth

These professional expertise are usually available only to Top 100 Ghanaian companies, who can afford to recruit and incur the salary cost for such capability. But now organizations small, medium and large can avail themselves of these services when needed. Surprisingly, Platinum Security & Protocol Services Ltd delivers these services at a highly competitive cost that all businesses, government agencies and non-profit organizations can afford.

Platinum Security & Protocol Services Ltd : committed to providing solutions that are "on target and on time".

- Employment Background Services
- Investigative Services
- Security Management Consulting
- Computer Security & Information Loss
- Computer Forensics / Cybercrime
- Electronic Countermeasures
- Emergency & Disaster Response
- Executive & Employee Protection
- Forensic Services
- Security Assessments
- Specialized Security Training
- Anti-Stalking Protective Services
- Corporate Security Coach

SPECIALIZED Security Training



Our training programs are customized to the client's needs and goals.

Attendees of our training programs are "engaged", and receive significant "take home" value, that allows attendees to participate and contribute to the organization's security mission.

Training Programs and Presentations:

Street Smarts - Personal Security Techniques for Employees

Surviving the Unthinkable: Guidance for Surviving Active Shooting and other workplace disaster and emergency situations

Prevention & Management of Workplace Violence

Commercial and Retail Robbery Training for Employees
Substance Abuse in the Workplace Programs

Prevention of Information Loss & Computer Crime

Executive Briefing: Security Programs & Risks

Forensic Document Techniques for Claims & Investigations

Mail Safe: Mail & Parcel Handling
Civil & Criminal Investigations for Security Professionals

Executive & Personnel Protection for Security Professionals

Preventing Violence: Threat Assessment Countermeasures

Corporate Security Coach

Assisting others in Developing expertise and Experience to protect people and assets

The corporate security coach can guide you in:

Developing Emergency Plans & Procedures

Establishing Security Strategy & Programs

Obtaining Support for Security Initiatives

Implementing "Best Practices" for Security

Creating Effective Security Training Programs

Managing Physical Security projects



By providing guidance to ease or eliminate organizational/cultural resistance to security initiatives.

By providing a ready resource to refresh or develop security practices and procedures.

Establishing a resource to assist in “handling issues that are queued on your security program “to do” list.

By providing a “mentor” to assist you with developing your own security expertise and professional development.

By providing an “On Call” professional trainer for security related training needs.





Zali Freight and Logistics Limited

Zali Freight & Logistics is one of the leading international freight forwarding, relocation and project logistics management companies based in Accra, Ghana delivering cost-effective solutions throughout the Europe, Asia & Americas. Zali Freight & Logistics develops comprehensive freight forwarding, project logistics and relocation service plans tailored to meet specific requirements of customers. This is accomplished by learning customers' exact objectives with regards to their internal and external requirements, thus ensuring that Zali Freight & Logistics will provide quality services more consistently and more than the competitors.

OUR SERVICES

FREIGHT FORWARDING:

- Air Freight
- Sea Freight
- Road Transport
- Air/Sea Charters
- LCL/LTL Services
- Customs Brokerage Services
- Dangerous Goods Management
- Dry Bulk & Liquid Transportation

REMOVAL AND RELOCATION:

- International Removal Services
- Global Relocation Services
- Office Moving
- Fine Art Moving
- Auto Transportation
- Pet Transportation
- Events & Exhibition Handling

PROJECT LOGISTICS:

- Heavy-Lifts
- Oversized Cargo
- Sea/River Barges
- Module Movements





Sotosec Ghana Limited (JV)

SOTOSEC GH Limited is the accredited representative of Hoffman International, USA for the country of Ghana and Togo.

Hoffman International, Inc. is a long established (1920) New Jersey Company that has a long experience and expertise in the turnkey supply of all kind of heavy, construction, lifting and industrial equipment. Hoffman activities includes related products and hardware, special projects, procurement, purchasing services, spare parts inventory management for both domestic and foreign companies. The Company has conducted a global business involving activities of providing new and used equipment on a sale, lease or rental basis to customers throughout the world and combining with those activities comprehensive product support programs which are expanded or contracted as necessary depending on the requirements of the client.

Over the past 30 years of global activity, Hoffman has delivered products and services to every world continent and to some of the world's most difficult and challenging areas including Balkans, Yemen, Turkmenistan, North India- Nepal, Russia, Egypt, Colombia, and Guinea, West Africa.





Our Track Record!

Some highlights of our performance to date:

US\$40 Million was arranged by Platinum Equities Ltd (PEL) and Westminster Mortgage Finance (WMF) for three Ghanaian banks from HSBC Equator Bank Plc. for the development of the agro-processing and salt mining by the Ghanaian private sector.

US\$ 10 Million was arranged from Webster Bank, Connecticut, USA for the Ministry of Finance, and Republic of Benin for the purpose of importing 100 units of American Blue Bird buses for Urban Transportation under the USAExim Bank program.

US \$10 million was arranged for the government of Benin for the Ministry of Energy and Hydraulics to secure electrification equipment for SBEE.

Secured a US \$ 10 Million Dollar Exim Guarantee for Ecowas Bank for Investment and Development.

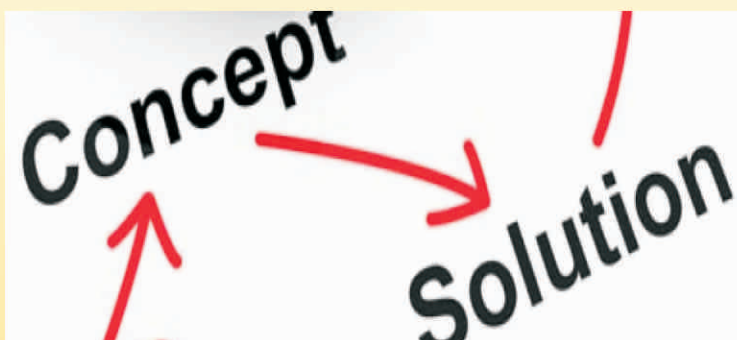
Arranged a medium term equipment guarantee of U.S. \$1 Million Dollars for a local Ghanaian Company for the acquisition of heavy construction equipment and a block making plant.

Secured a \$ 2.2 Million Dollars Line of Credit Facility for National Investment Bank (NIB), through Sovereign Bank of the United States. This facility was to assist clients of the bank to acquire made in U.S. equipment through deferred, unconfirmed, 360 days facilities.

Arranged the purchase and finance of three (3) Ilushyin Soviet Aircrafts from Sharjah, UAE for Kivu Airways in the Democratic Republic of Congo

Part of the team that arranged the financing of the Presidential Jet in the Republic of Benin. The Financing was arranged through HSBC Bank.

Arranged and facilitated the financing of the construction of the second university in Parakou, Republic of Benin.



The way to do battle is the same whether it is a battle between one individual and another or a battle between one army and another. You should observe reflectively, with overall awareness of the large picture as well as precise attention to small details

**The Book of Five Rings
Miyamoto Musashi**



Summary of Major Clients

GHANA

Computer Information Systems, (CIS)

Provider of network solutions to Ghanaian corporate industry

Pipes and Plastics Limited

Manufacturer of PVC pipes

Tatop Company Limited

Manufacturer of concrete products, roofing tiles and equipment leasing company.

Kiak Group of Companies

Real Estates, Transport, Trading

Vision Construction Limited

Road Construction Company

Top Kings Enterprise Limited

Real Estate Development Company

TOGO

Societe Togolaise Des Eaux

Togo State Water Company

SOTOSEC SARL

Construction Company

Biga Togo Sarl

Sale of Agricultural Machinery

Zoom Togo

Waste Management Company

Societe Nouvelle de Phosphates (SNP)

Togo State Phosphate Mining Company

BENIN

SBEE

Benin State Water and Electricity Company

Ministry of Education

Ministry of Finance

African Investment Bank

GUINEA, CONAKRY

Societe Progui Sarl

Exporter of Fresh Fish to the European Union and manufacturer of plastics products.

NIGERIA

Dully Group Of Companies

Dully Shipping and Trading Limited

Procurement and delivery of Petroleum Products.

Dully Dredges and Construction *Coastal and Shore Protection*

Dully Inspections Services

Swamp facility, Pipeline and Structural installations, Hydro testing, and welding Inspection

Loycy Investment Company Limited

Equipment Leasing, Dredging, and Oil Field Services

Suntaal Petroleum Oil Limited

Transporter of Finished Products (Oil and Gas)

Koplien Metals & Minerals Limited

Mining of Precious Minerals

CONGO, DRC

Kivu Airways

Air Cargo transporter of goods throughout the DRC

LAC (Ligne Aerienn Congolaise)

National Airline of the DRC Congo

Groupe Yoka Bernard

Air Cargo transporter of Goods in Brazzaville

DUBAI, UAE

Bin Suru Group

Hotelier and Operator of cargo planes

UNITED STATES OF AMERICA

Hoffman International LLC

Sales of earth moving equipment throughout the world

Pelzercom Communications LLC

Provider of VOIP and telecommunications services in the U.S. and Liberia

Matrix Resources Limited LLC

Seller of construction equipment and Oil services equipment.



Platinum In Action

Our clients gain access to over 100 worldwide financial institutions, and banks in over 80 countries through our global affiliations. We offer comprehensive and competitive solutions, practical challenges while maintaining a relationship – oriented approach to business. Our staffs are multilingual and are experienced in all aspects of International Services and Trade Finance. We also have available local representation to facilitate and expedite your project request.



Working Session in Italy



At Borzano Power Plant, Italy



Working Session in Italy



At Vissil Hospital, Italy



At Star Equipment, Italy



Working Session



With Associates in Ghana



Working Session



With Partners in Italy



Working Session



Working Session



Working Session



Working Session



Working Session



With The Chief Justice of Ghana

With The Chief Executive of Ghana Cocoa Board



With The President of The Republic of Togo



With the MD of GCB Bank



With the Prime Minister of Republic Of Togo



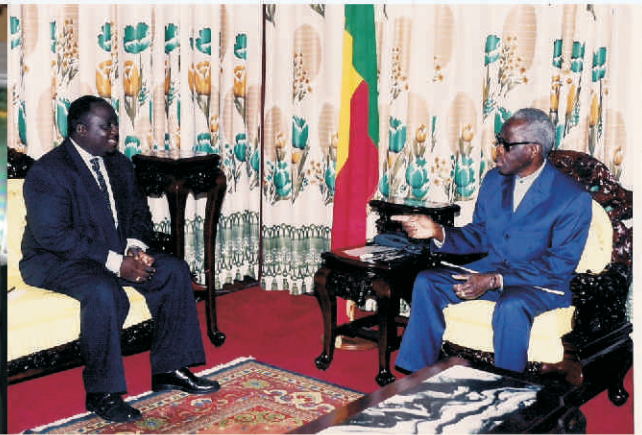
With The President of The Republic of Benin



With The President of The Republic of Ethiopia



With the National Organizer (NDC)



With The President of The Republic of Benin



With Chairman of Ecobank (GH)



With Ghanaian Ministers and Private Sector Developers



With The President of The Republic of Benin



With the Minister of Transport



With a prominent Togolese Chief



With The President of The Republic of Congo



Working Session in Ghana



With The Head of State of Ghana and Togo



With Partners and The Chief Justice of Ghana



With The Head of State of Togo



With The National Chief Imam of Ghana



Working Session



With Partners and The Chief Justice of Ghana



Working Session in Venice



A presentation to the Chief Justice



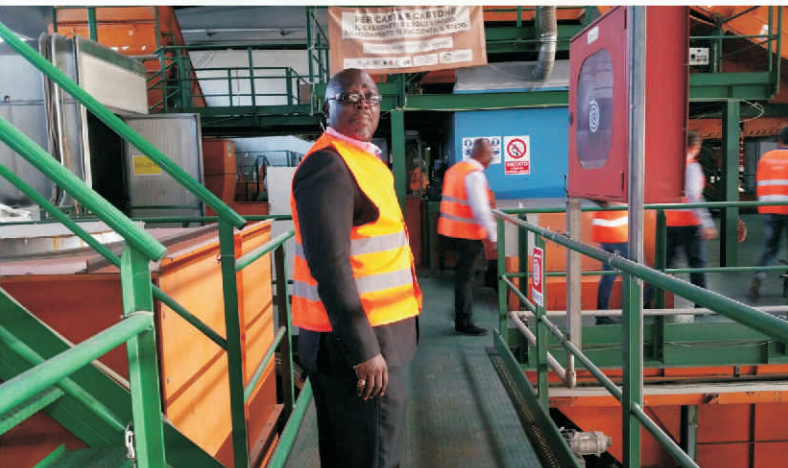
Working Session



Piloso Peace Building Awards, Milan-Italy



With a Member of the Royal Family of Abu Dhabi



Working Session in Europe



Working Session in Europe



Working Session in Europe



Working Session in Milan, Italy

PROFILE OF PRINCIPAL CONSULTANT



PETER AHIEKPOR M.Sc. MBA

PROFESSIONAL EXPERIENCES

Executive Chairman, Platinum Cocoa Foundation (PCF) NGO

Educating Ghanaians to know the health benefits of consuming cocoa, to sustain the economy by consuming more cocoa, by using the by-products of cocoa to expand the income generating capacity of the cocoa industry, for Ghanaians to identify and to develop by-products from cocoa, for Ghanaians to set up small scales industries to process by-products of cocoa.

Managing Director, Platinum Equities Limited

International Consultants on Soft Commodities, Trade Financing, Trade Negotiations, and Project Management. Building competitive financial creativity packages and negotiations to facilitate and expedite a borrowing process.

Managing Director, Kiak Group of Companies

Responsible for corporate strategies for the following companies:

Evadox Limited, A Licensed Buying Cocoa Company

EAA Transport Limited: A transportation company

Virtu Enterprise Limited: A civil engineering construction company

Explo.G. Limited: A chain of housing complexes, restaurants and shops for rental basis

Chairman, Maeg Construction Limited Ghana & Africa

Chairman, Zoom Togo Sarl, Togo

Chairman, Platinum Films

Chairman, Ecomedical Village Limited

Former Contract Monitor and Project Manager UBA Bank Ghana Limited

Kivu Airways, Congo Kinshasa Former Managing Director

Operated a Soviet made Antonov 12 aircraft, Boeing 707 cargo, illuyshin 18 & 26 combi aircrafts. Transported goods through Lummubashi, Katanga, Mbuji Mayi, Chicapa in the DRC, Ndolo, Zambia, Point Noir, and Congo Brazzaville, Sharhjar and Dubai UAE.

Former Lecturer, Northern Virginia Community College

Introduction to Business, Principles of Business Management, Entrepreneurship, International Business Management, Import and Exports, and Principles of Marketing

EDUCATION

George Mason University (Fairfax, Virginia) Master of Business Admin. (M.BA) Management and Finance

California State University (Los Angeles, CA USA) Master of Science (Engineering Management)

Virginia State University (Petersburg, VA, USA)

(Bachelor of Science, Intl Business Management) Degree

(Bachelors of Science, Total Quality Management TQM) Graduated Magna Cum Laude

Blackstone School of Legal Studies (Stone Mountain, GA USA) Certificate, Paralegal (Tort Law)

Accra Academy Secondary School (Accra - Ghana) Certificate, G.C.E. O'Level (General Studies)

MEMBERSHIP OF PROFESSIONAL BODIES

American Quality Society (AQS)
Lambach Literary Association
American Management Association (AMA)
Professional Associations of Old Crows
American Consultants League
Information Technology Professionals Association
American Entrepreneurs Associations (AEA)
Information Technology Consultants Associations (ITCA)
Nations Consultants Associates (Technical Committee)
American Association of Professional Consultants

PUBLICATIONS:

- Warning Signs that your Business is Failing (Management)
- Commandment of Selling, Point of Sale (Marketing)
- A Business Broker's Duties (Personal Business)
- Problems with Chemical Fertilizers on the Green Revolution (Agriculture)
- Software Has Gotten Worse (Technology)
- The Packet Delay Problem (Telecommunications)
- Types of Insurance we must consider for a Business (Insurance)

- United States Trade with Sub-Sahara Africa (International Business)
- The United States Exporter offer Alternative Terms of Finance in the International Market (Finance)
- Signs, Symbols, and Noise (Telecommunications)

PRESIDENTIAL MANDATES FROM THE REPUBLIC OF BENIN

No: 083/PR/CAB/SP-C

(for the construction of the second university of the Republic of Benin)

No: 427/PR/CAB/SP-C

(for the acquisition of 200 buses for public transport service)

No: 158-C/PR/CAB/SP

(for the construction of a new International Airport)

No: 353/PR/CAB/SP-C

(for the acquisition of a presidential aircraft.)

THE PLATINUM REPORT By Peter Ahiekpor

Platinum Equities on Negotiations

A negotiation is not a science that allows variables to be quantified and a precise result calculated according to a formula. There is no “right” way to negotiate, because each individual is unique. No single negotiating style will yield the best result. Every person has strengths and weakness that will affect his or her negotiating ability. The outcome may be determined by one's own analytical ability, economic resources, industriousness, communication skills, and experiences.

Successful international negotiations requires a “relationship orientation” rather than a “deal orientation” Research shows that most U.S. companies tend heavily toward a deal orientation, while most other cultures are comparatively more relationship oriented. To a significant extent, this reflects the mobile and individualistic nature of U.S. society. The traditional social structures of family, community, and religion have increasingly been replaced with a web of situational relationships between individuals represented and enforces through legal mechanisms. This places the emphasis on a “deal”, representing a single situational relationship between individuals or companies that may or may not extend beyond the immediate matter at hand. This deal is set forth in a legal contract and the parties are expected to abide by that contract.

There are two challenges with the deal orientation. First is the practical difficulty of crafting, interpreting, and enforcing a legal agreement across multiple legal and governmental jurisdictions. The other more significant problem is the dynamic nature of the world. A deal orientation is essentially static in nature, while relationship orientation is dynamic in nature for both these reasons, working on developing a solid, mutually beneficial relationship is a better approach to a dynamic global environment that trying to craft a series of “airtight” agreement reflecting interests as a single static point in time.

Negotiation is a skill best learned from experience. When in negotiations, careful observation should include:

1. The nature of the process (for example, give and take or take it or leave it).
2. The value of time
3. The importance of etiquette, protocol, and ceremony
4. The decision-making process
5. The importance of principle and honor
6. The use of intermediaries
7. The make-up of the negotiating team
8. The appropriate level of trust
9. The importance of individuals versus group aspirations
10. The appropriate level of risk
11. The appropriate manner of communicating information or proposals.
12. The appropriate form of final agreement.

When it comes to negotiating, always focus on awareness and assemble cultural knowledge as the need arises on a situational basis.

Warning Signs that your Business is failing

It is estimated that, roughly half of all start-ups go out of business within four years of operation, mainly due to inadequate planning, undercapitalization, poor cash-flow management and indebtedness. Although many of these companies could not be saved, some could have reversed course or bailed out with smaller losses if they had recognized and responded to early warning signs.

For business owners who claim they do not know where to look, they could start with their company's balance sheet and income statement. Many business owners fail to the necessary market research to justify the need for services and products. They think they have a good idea or product, but they refuse to advise a committee of experts along the way.

The key to avoiding business failure is to start asking yourself before you go into business, what are the two or three critical skills and level of experience I need in order for my business to succeed. At the same time, as a business owner you must be prepared to deal with such key functional areas as marketing, planning, sales, finance, and manufacturing.

If your company has significant cash on hand, shows profits, makes current payments, and has repeat business, then you should be experiencing smooth sailing. On the other hand, the following warning signs will help you keep your business from capsizing if it begins heading into turbulent waters.

I. Be leery if you are so thinly capitalized that just meeting day-to-day bills becomes a chore. When your company is financing with debt as opposed to equity, your business is headed for trouble. If it takes you a long time to collect debts from customers, and if your expenses are increasing while your sales are decreasing, your company may be at risk. Unfortunately, most business owners do not realize how much money it takes to run a business. Just as many businesspeople fail into a trap of anticipating their customers and suppliers paying early. In actuality, however, receivables may take 60 days to come in while you have already had to pay for supplies and payroll. Understand what it takes to get a revolving line of credit before you start

your business. It is always easier to get money when you do not need it, so do not wait until you are desperate. Develop your business plan using conservative projections and do not be overly optimistic. It is not impossible for a profitable fast-growing business to run out of cash and be forced into bankruptcy because it could not finance inventory and receivables or manage credit. That is why ongoing cash flow analysis – tracking the money coming in and going out of the business is a must.

II. Growing too quickly. Every business owner wants to grow his or her business, but expanding with no infrastructure in place makes a business ripe for failure. For instance, a retail storeowner may open two or three outlets but failed to provide customer training for the additional help. This upshot is poor customer service and dwindling sales. Be better prepared by doing a lot of research when considering expansion.

III. Losing focus. Business owners often fail when they lose focus. They stray away from their core product or service or become too dependent on ancillary products. If your business is selling office supplies, do not emphasize selling houseware. Your customers patronize your business because of your primary product.

IV. Loss of customers. Pay heed to increased customer complaints and decreased customer traffic. Disgruntled, fleeing customers could be costing your company thousands of CFA in lost revenues every year. Many management experts agree that the cost of keeping a customer is a lot cheaper than the cost of getting a new one. Chasing a hot trend as opposed to listening to your customers is a mistake businesses make all too often. Maybe what you really need is better customer service and marketing, or perhaps a more skilled sales force.

V. Not knowing your limitations. Most business owners assume they know their limitation. They either fail to recognize their deficiencies or chose to ignore them. Thinking you have more talents than you actually possess, and not hiring the right people to shore up the areas where you are weak, will send any business spiraling down. Don't be embarrassed that “these are the things I am not good at.” Just surround yourself with qualified people.

Even if your business folds, you can still bounce back. You can work for someone else for a while stressing the value of learning how to be a good administrator. Work for someone else for a period of two to three years before starting your business again. If you restart your business right away, you may have trouble attracting investors. Investors will logically ask what is different now from when you failed

As a business owner, you should seriously examine the reasons for failure and to seek help from industry experts in your analysis. Perhaps you needed to build up your skills, made faulty judgments or failed to execute your business plan. When all is said and done, as the business owner, you are responsible for any failures. As long as you are committed to staying in business, you will face challenges. If you create a company blueprint and stick to it, you can achieve long-term business success.

Commandments of Selling

A sale is not a matter of knowing what you should do. It is a matter of doing what you

should do. Salespeople know everything there is to know; the problem is they do not do it. The following rules are designed to educate salesmen and women on gaps that might exist in their knowledge and to reinforce what they know they should be doing.

1. Believe in Yourself First: If you don't think you can do it, who will?
2. Develop and Maintain a Positive Attitude: The first rule of life, your sales (and life) success depends on it.
3. Set and Achieve Goals; Develop a Plan: A goal is a dream with a plan.
4. Learn the Fundamentals of Sales and Use Them: Read, go to seminars.
5. Visualize the Sale taking place before it happens: You will become assertive, confident and double your sales.
6. Be Conversational in your Presentations: Speak as though you are talking to Friends.
7. Do Not Prejudge Prospects: They are often customers in disguise.
8. Understand your Customers and meet their needs: Question and listen to the prospects and uncover their true needs.
9. Qualify your Buyers: Do Not waste time with someone who cannot decide.
10. Develop a Test to see if you can help (hook) the Prospect: Ten (10) that will interest him or her.
11. Take Notes as the Prospect or Customer is Talking: It makes the prospect feel important and captures information you need to make the sale.
12. Listen with the Intent to Understand: When you feel you understand, then respond. Listening is more important than talking.
13. Communicate to be Understood: Be clear, Concise and Brief.
14. Sell to Help: Sell to assist your customers; do not sell for the money.
15. Establish Long -Term Relationships: Get to know your customers and concentrate on their best interest. You will earn much more than the price of the sale this way.
16. Believe in your Company and your Products: If you do not, your prospects will not either. If you do, it will show.
17. Be Prepared: Preparation is the lifeblood of your outreach. Be ready to make the sale with sales kits, and tools, openers, questions, statements and answers.
18. Look Professional: Your appearance reflects on you, your company and your product.
19. Be Prompt: Lateness tells the prospect you do not respect his or her time.
20. Deliver on all Promises: The best way to turn a sale into relationship is to deliver as promised. Failure to do so is a calamity from which you may never recover.

At a Durbar in the Volta Region (Ghana)



Offices

Ghana

Platinum House
O3 Platinum Lane, Achimota, Golf Hills
P.O. Box 5908 Accra-North
Tel: 233 0302 406015
Fax: 233 0302 406184
Email. platinumequitiesltd@gmail.com
www.platinumequitiesltd.com

Togo

1 Rue de Paris
B.P. 3199 Lome Togo
Tel : 00228 9467845
Fax : 00228 2203988

Geneva, Switzerland

Av Industrielle 4-6, Carouge
Geneva-Switzerland
Tel : 0041788637371

Republic of Panama

Eternity Equities S.A
C.Aquilino de la Guardia 8
City of Panama
Republic of Panama

London, United Kingdom

62 Charlotte Gardens, Collier Row
Romford, Essex, RM5 2ED
Tel : 00447901286302

Italy

Via G. Toniolo, 40
31028 Vazzola (Treviso) - Italy
Tel: +39 0438441558